



AIPTEK SIGNS DISTRIBUTION AGREEMENT WITH SYNNEX AUSTRALIA

Melbourne—March 13, 2013—Synnex Australia has penned an agreement with digital lifestyle vendor Aiptek International Inc. to become its master distributor in Australia.

It is an important strategic move for Aiptek as they are currently operating in Europe, USA, China and Taiwan, providing these markets with a variety of mobile projection and video recording products. With this new agreement, Aiptek can bring their cutting-edge products to Australian shores to complement the active mobile device lifestyle.

Synnex sees a strong fit for Aiptek products to fulfil the unmet Australian demand towards digital lifestyle products. Jay Ko, Product Director at Synnex Australia, remarks that “With one of the highest penetration rates of smartphones and tablets, the demand for mobility enhancement accessories is very high in Australia.”

Aiptek offers a full range of high quality mobile projectors, camcorders and outdoor and sports digital products.

Frank Sheu, CEO of Aiptek Group of Companies says, “These product ranges can keep your life in memory anytime and anywhere.” In particular, with the active outdoor and sporting Australian lifestyle, these products can snapshot all the special moments during driving, cycling, swimming or even at work. Mr. Sheu adds,

“More importantly, these special moments can project to a screen size up to 60” instantly anytime , anywhere with up to 50 lumens from one of our compact MobileCinema devices.”

Mr. Ko from Synnex reinforces, “These applications are not limited to consumers but

also for business people.” The convenience and mobility allows business users to screen their presentations or video clips at any indoor and outdoor meeting places.

Aiptek has great confidence that Synnex is the right distribution partner in Australia. Mr. Sheu exclaims, “Synnex’s focus on the fundamentals of distribution enables them to be one of the most trustworthy and reliable channel partners.” Synnex’s extensive customer base also gives Aiptek the best opportunity to reach targeted verticals and reseller types throughout Australia.

The new Aiptek product offering also allows Synnex to introduce new product ranges into their current reseller network and the opportunity to expand into new territories with these point of difference products. Mr. Ko states, “Aiptek , its acronym stands for Affordable Innovative Personal Technology has earned a reputation for ingenuity, developing the world’s first pen type digital camera, full HD consumer camcorder and pico projector amongst many others.”

Synnex and Aiptek are ready to implement a full launch of these digital lifestyle products and execute the well planned go-to the market strategy. The Aiptek products of MobileCinema, PocketCinema, SportyCam.

About Aiptek International Inc.

Founded in 1997, Aiptek International is globally renowned as being the world-first designer and manufacturer of FHD consumer DV, 3D DV and Pico Projector. Aiptek is committed to provide consumers with innovative technology, user-friendly design at affordable price level. Aiptek is now the global leader of mobile projection.

Synnex Australia
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